

CM_identify_information

CM_id (CM identifier)	IP_address (server address)	available_day (effective term)	Company_name (sponsor name)	CM_name (CM title)
4byte	4byte	8byte	16byte	32byte

FIG. 1

response_user_data(i)

user_data_start_code 0 × 000001B2	response_id 0 × 5245330	CM_identify_information[i]
4byte	4byte	1byte

FIG. 2

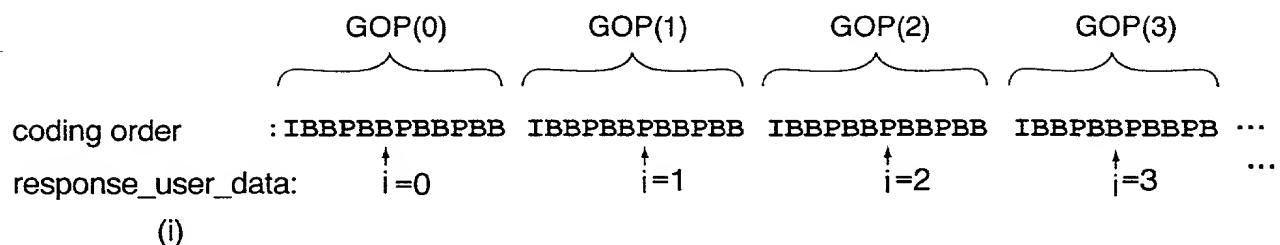


FIG. 3

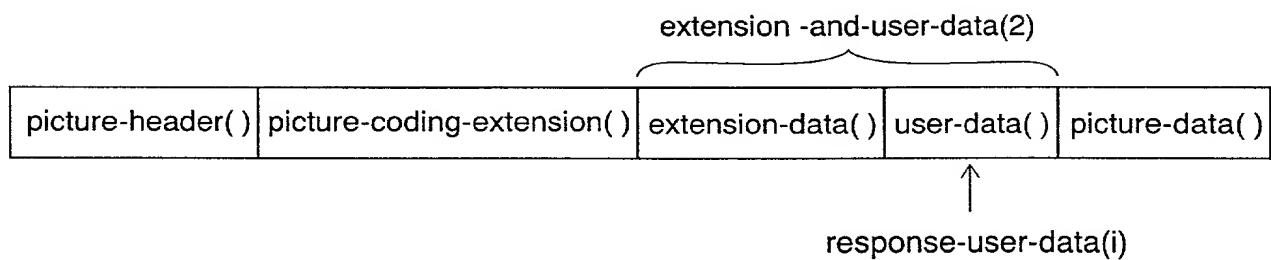


FIG. 4

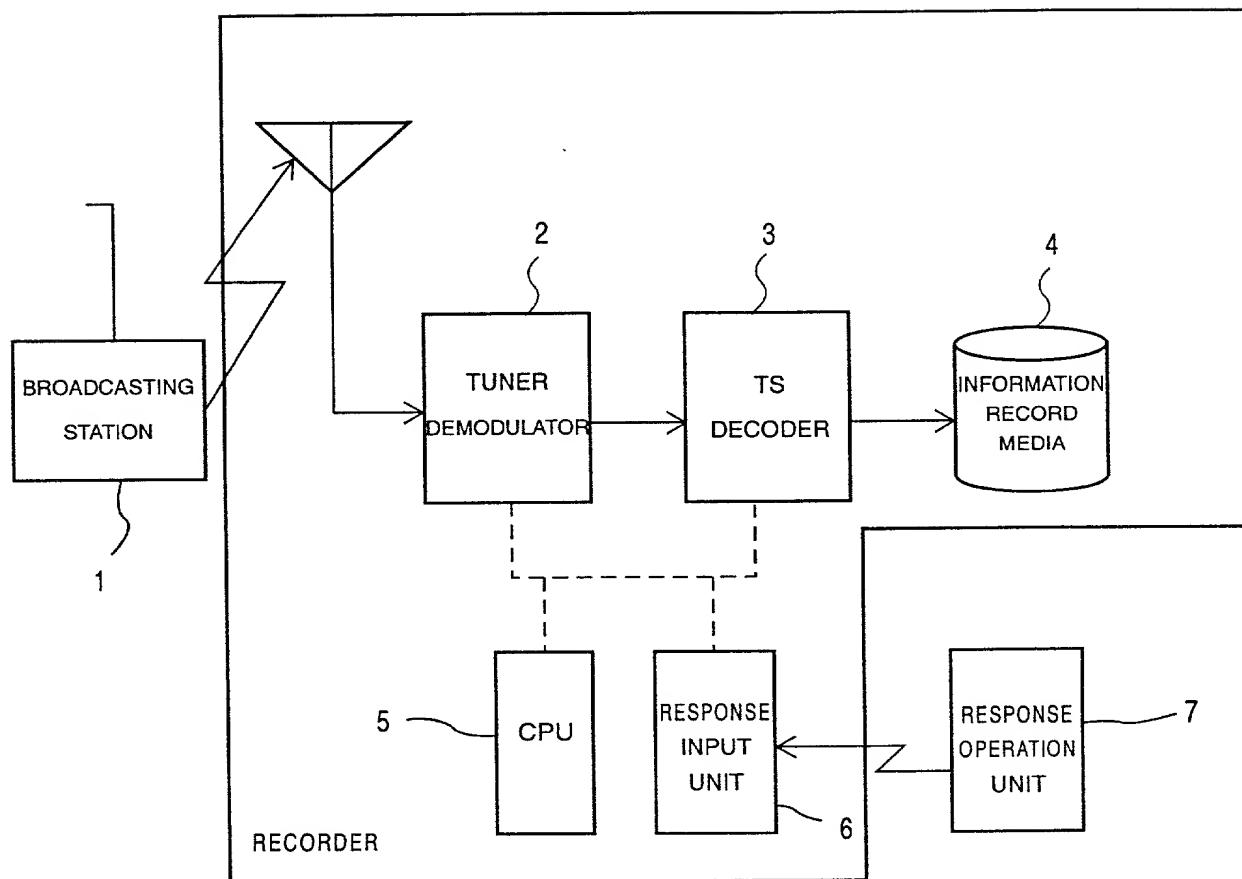


FIG. 5

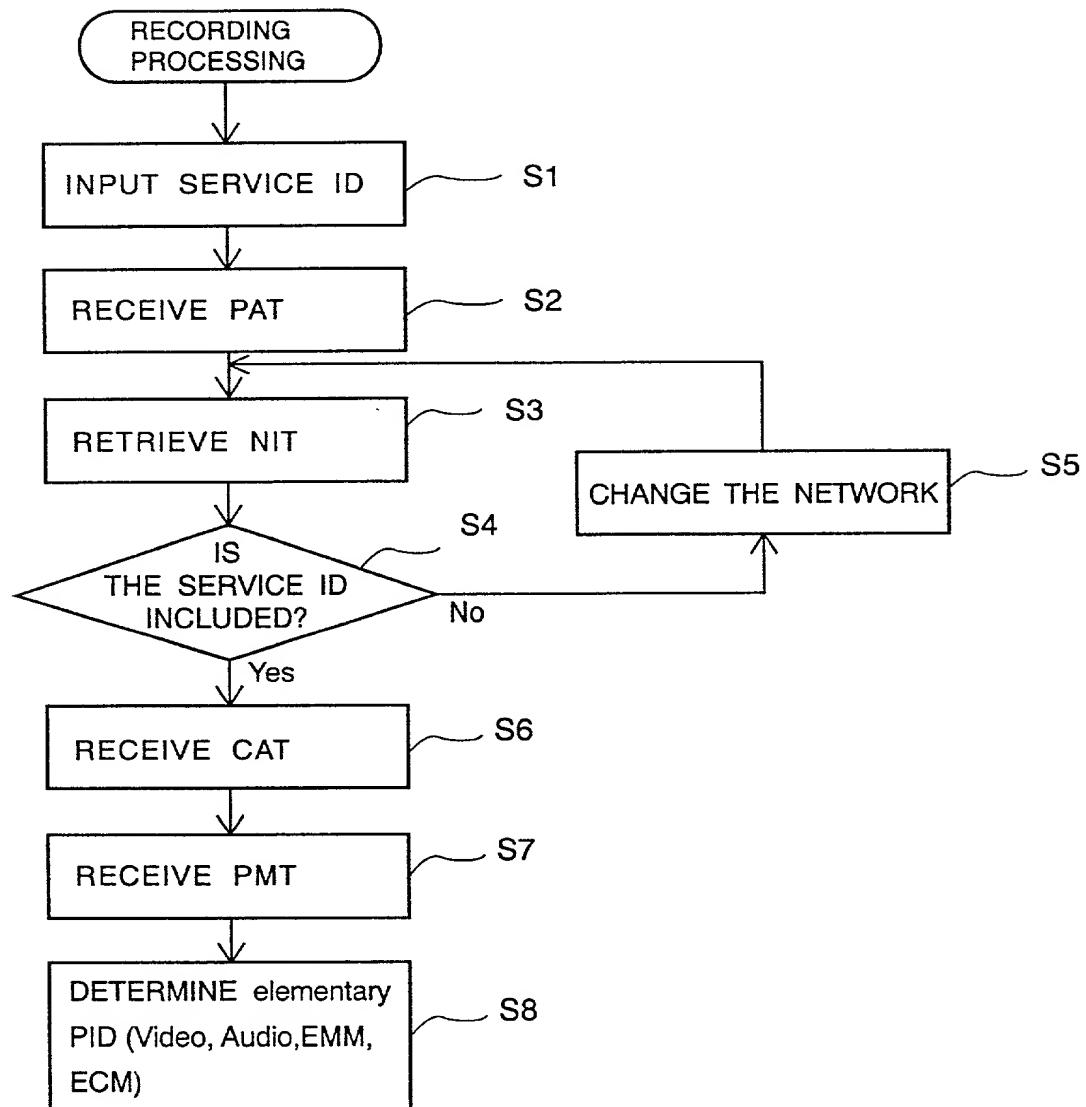


FIG. 6

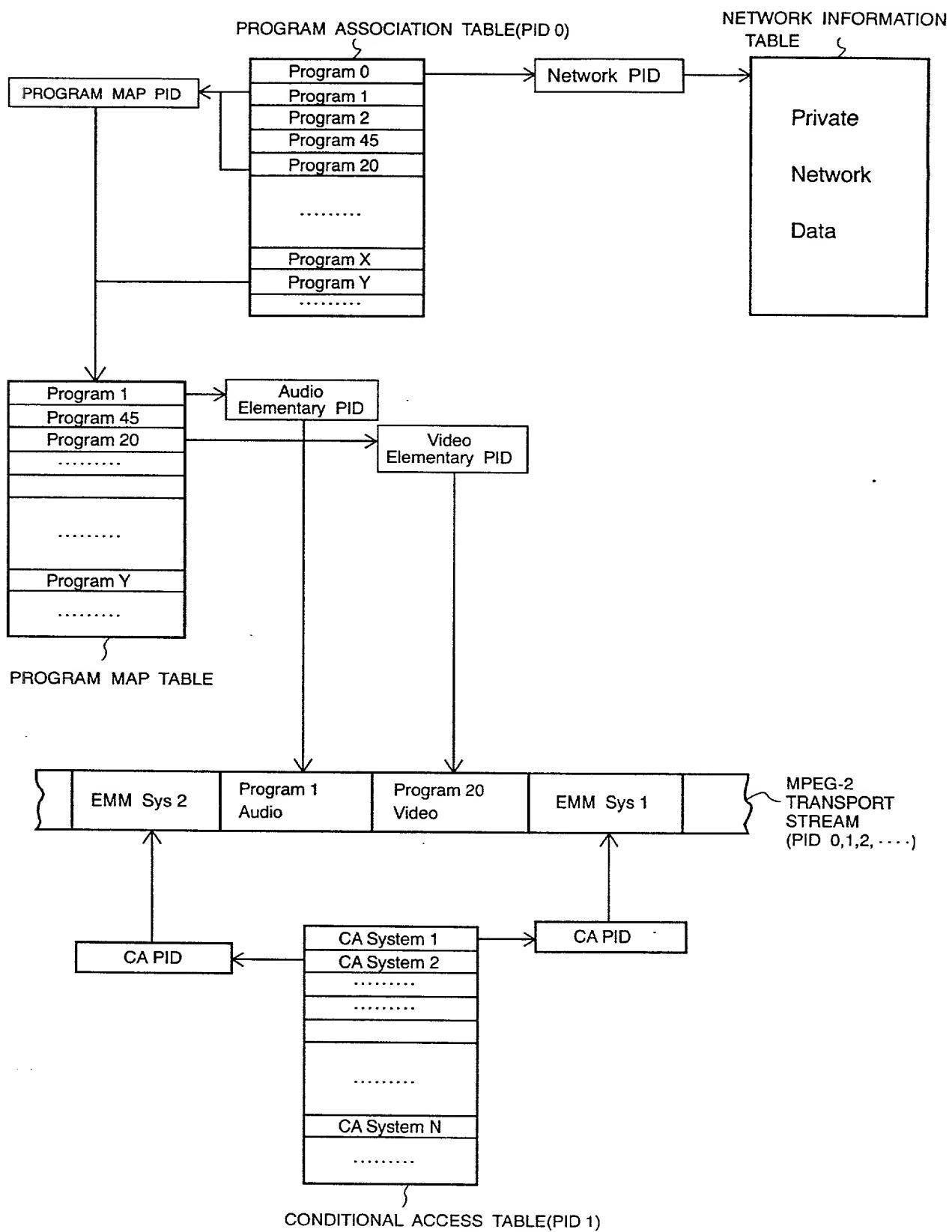


FIG. 7

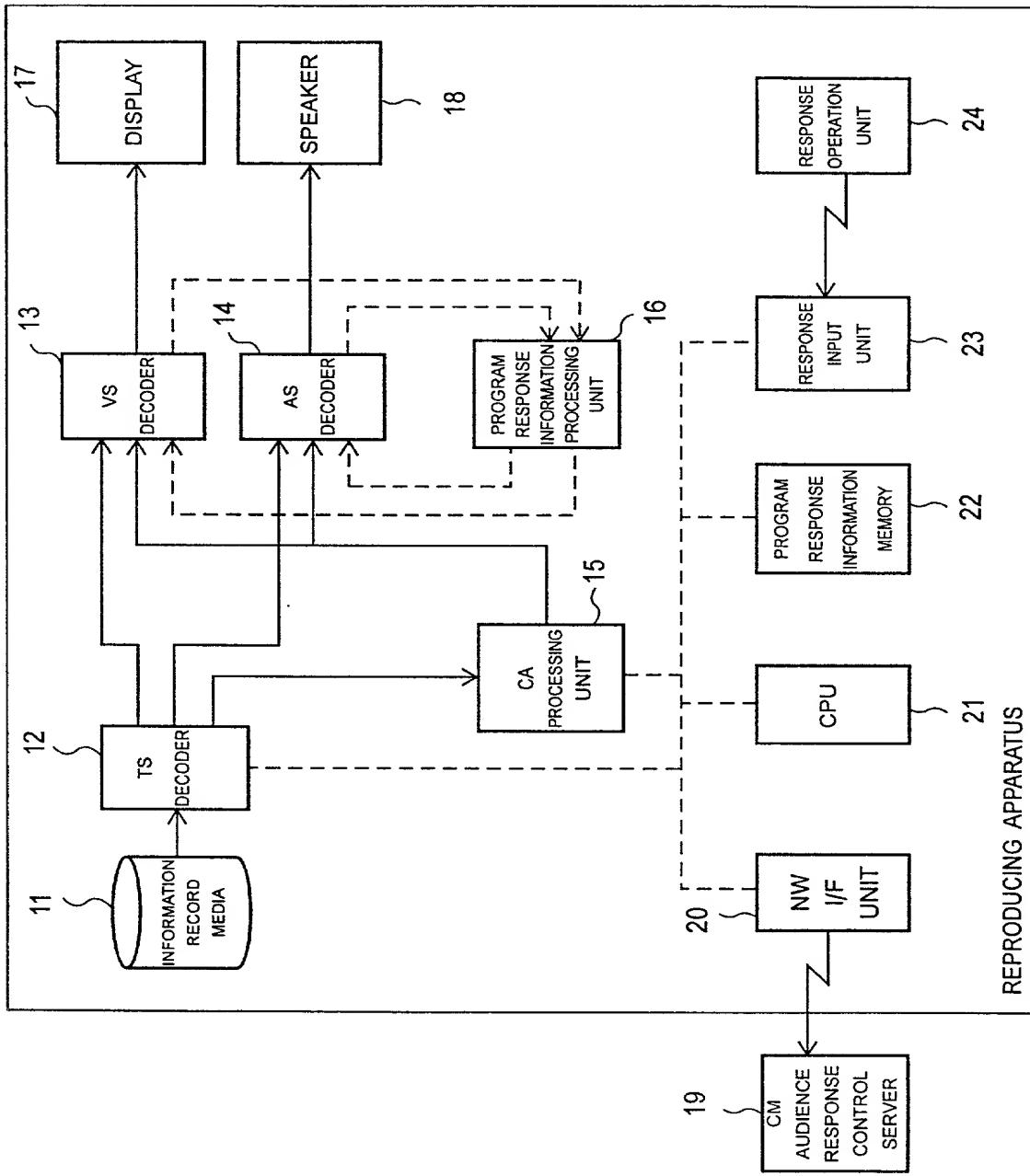


FIG. 8

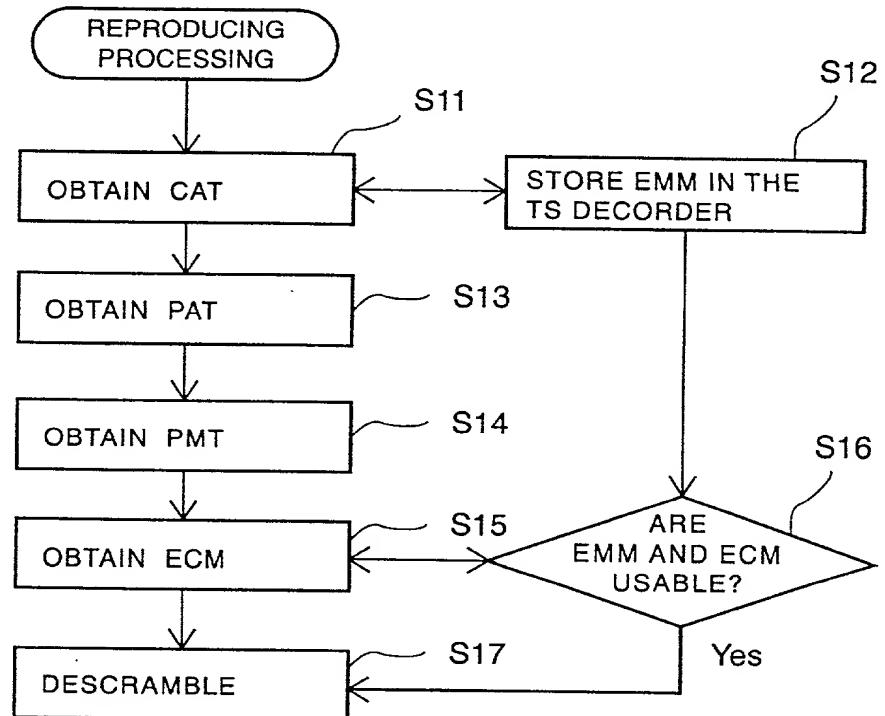


FIG. 9

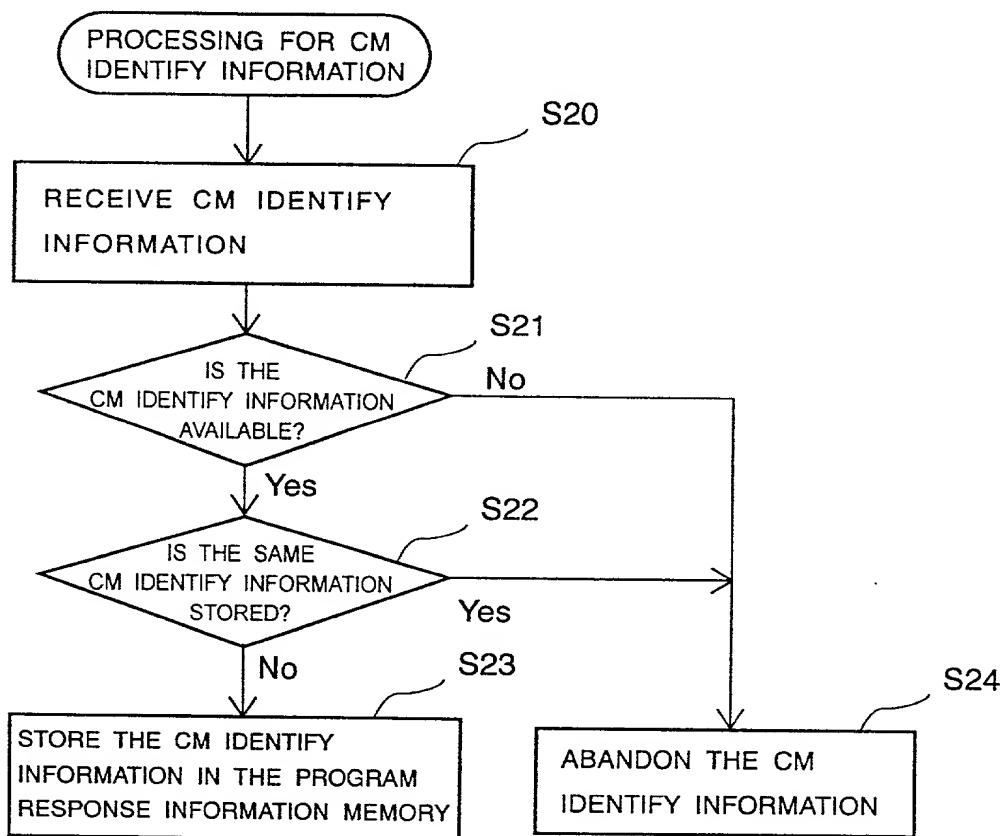


FIG. 10

CM_audience_response_information

CM_id	Apparatus_id
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FIG. 11A

CM_audience_response_information

CM_id	Apparatus_id	User_id
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FIG. 11B